

Emotion Marketing: The Hallmark Way of Winning Customers for Life

One of the oldest and most beloved brands in the world, Hallmark wrote the book on customer loyalty. To its millions of fiercely loyal customers, world-wide, the Hallmark brand stands for much more than greeting cards; it stands for the feelings of a lifetime, a continuity with the past, and a hope for the future. In *Emotion Marketing*, Hallmark insiders reveal, for the first time, the original Emotional Marketing strategies behind their company's enduring success.

Customer loyalty remains as slippery as ever for most companies despite vast sums spent on ambitious loyalty programs, relationship management schemes, and one-to-one marketing initiatives. Desperate for an answer to the loyalty conundrum, many leading firms have turned to Hallmark. More than any other company, Hallmark has come to symbolize the ability to capture and hold that most elusive item of all the customer's heart.

Now find out what they know in *Emotion Marketing*, the groundbreaking book that reveals the customer loyalty secrets of one of the world's most beloved and most emulated brands.

Written by leaders of the Hallmark Loyalty Marketing Group, *Emotion Marketing* provides business readers with their first in-depth analysis of Hallmark's ability to forge lasting emotional bonds with a huge and devoted customer base that spans generations. More importantly, it describes original Emotional Marketing principles and techniques that you can put to work in your company.

You'll learn about the power of caring and how it provides the missing link between customer satisfaction and customer loyalty. You'll learn about the ValueStar(sm), a powerful tool that helps businesses deliver the right emotional message, at the right time, to the right customers. You'll also learn how to cultivate an enterprise-wide commitment to pursuing a sustainable connection that makes customers feel so valued they will go out of their way to be loyal. And you'll get the same expert advice and guidance received by the dozens of Hallmark client companies who have achieved nothing less than miraculous results by making Emotional Marketing a major part of their strategic arsenal.

